

RJ REYNOLDS

TOBACCO COMPANY

COPY

S. R. MacLEOD
Region Operations Mgr

150 Lawrence Bell Drive
Suite #108

Williamsville, NY 14221
(716) 634-9232
Fax (716) 634-3145

April 16, 1997

RJR Account #026300
Mr. M. Auer
AUER & COMPANY

JUNE DORAL B2G1F / PROMOTION #700272

Dear Mike:

DORAL B2G1F *pre-sleeved* product (6M) has been ordered (see quantities listed below), as well as 90 skus of B2G1F Displays (Item #525101) to pack and ship this promotion to your participating retail accounts.

DORAL BRAND STYLE	B2G1F UPC Code	#/ (6M) Cases B1G1F
Full Flavor Box	12300-24065	6
Light Box	12300-24066	6
Full Flavor 100	12300-24063	3
Light 100	12300-24062	6

DISPLAY DETAIL

EACH PRE-SLEEVED 6M CASE CONTAINS 30 WHITE CARTONS.

EACH WHITE CARTON CONTAINS 3 PRE-SLEEVED B2G1F DEALS, PLUS 1 LOOSE LIVE PACK.

EACH DISPLAY CONTAINS 7 WHITE CARTONS OR '21 B2G1F OFFERS'.

THIS EQUATES TO 49 LIVE PACKS PER DISPLAY TO BE BILLED TO RETAIL.

IT IS STRONGLY RECOMMENDED THAT YOU PLACE 1 ADDITIONAL LOOSE LIVE PACK INTO EACH DISPLAY; THIS WILL ENABLE YOU TO BILL RETAIL @ 5 CARTONS PER DISPLAY, RATHER THAN 4.9 CARTONS PER DISPLAY.

Product / Premium Arrival:

May 12, 1997

Ship Date to Retail:

Week of: May 19, 1997

SKU CUBE:

0.9960

SKU WT (w/o Product):

1.7200 lbs

Retail Sales Offer per Sku:

21 Offers

Billing per Sku:

5 Savings Cartons (if additional live pack is added to Display)

4.9 Savings Cartons (if additional live pack is NOT added to Display)

EFT \$ Amount:

\$2,959.43

Non-EFT \$ Amount:

\$N/A

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-2-
B2G1F
AUER & COMPANY

PROMOTION DESCRIPTION: SEE ENCLOSED 'WHOLESALE PACKING INSTRUCTIONS'.
UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS PRE-SLEEVED, IT IS NOT NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL. SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED *CUSTOMER LIST*.

PLACE INTO EACH DISPLAY:

- * 7 CARTONS OF FOUR DIFFERENT DORAL BRANDSTYLES (2 CTNS/ 2 CTNS/ 2 CTNS/ 1 CTN)
BRAND STYLES: DORAL FF BOX / DORAL LT BOX / DORAL FF 100 / DORAL LT 100
- * 1 ADDITIONAL LOOSE LIVE DORAL PACK (ADD PACK ONLY IF BILLING @ 5 CARTONS PER DISPLAY)
- * ONE COPY OF THE ATTACHED BLUE 'RETAILER LETTER'

EACH DISPLAY WILL CONTAIN 21 B2G1F OFFERS, AND EITHER 7 OR 8 LOOSE LIVE PACKS.

(7 PACKS IF ADDITIONAL LIVE PACK IS NOT ADDED BY DIRECT ACCOUNT;

8 PACKS IF DIRECT ACCOUNT DOES ADD AN ADDITIONAL LIVE PACK).

RETAILER WILL PLACE THE LOOSE LIVE PACKS INTO ON-HAND INVENTORY.

(THE ENCLOSED 'RETAILER LETTER' EXPLAINS THIS)

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$14.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$102.90 (7.35 (12M) case(s) @ \$14.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610

/jc

cc: S. Schwalm

Enclosures:

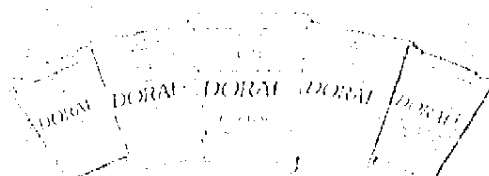
- Customer List
- Wholesaler Packing Instructions
- Retailer Letters (blue copies)

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

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TO ALL RJR Retail Partners

RETAILER LETTER

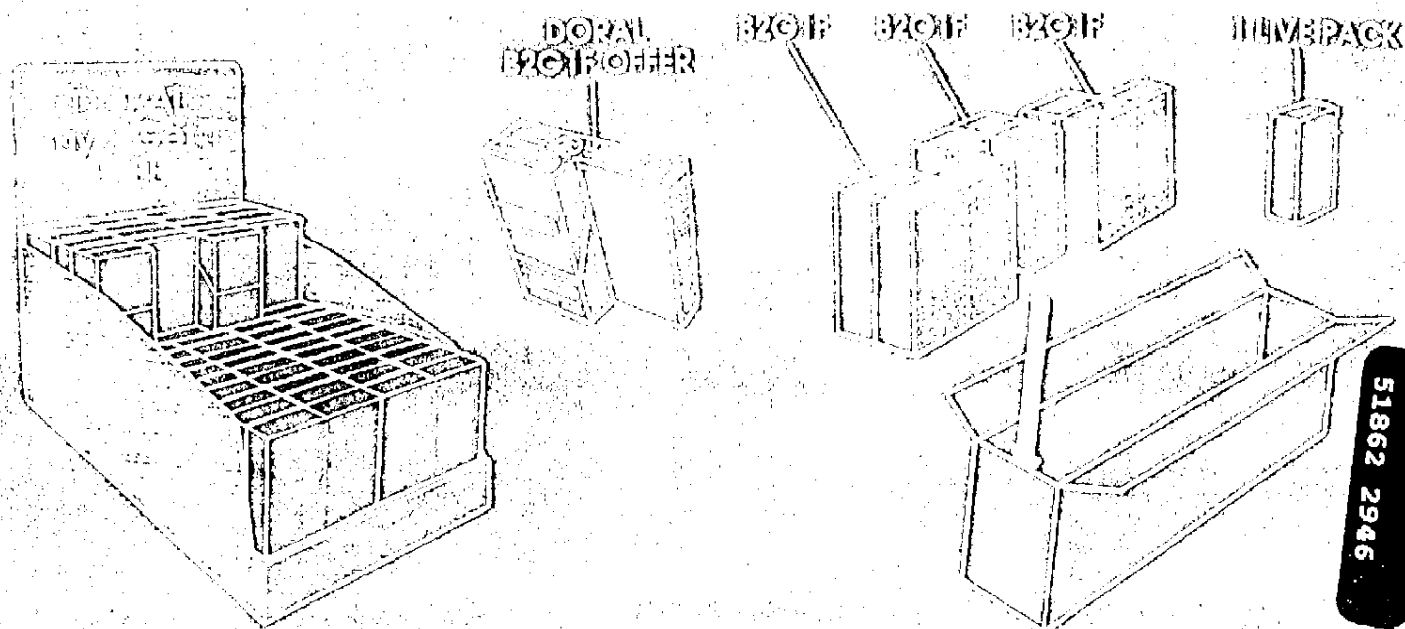
DORAL B&W CIG

OUR #1 PRIORITY IN 1997 WILL BE TO GET OUR PROMOTIONS TO YOUR CUSTOMERS IN THE QUICKEST WAY POSSIBLE. OUR 1997 PROMOTIONS DIFFER FROM PAST PROMOTIONS AS FOLLOWS:

- WE ASK YOU TO ASSEMBLE DISPLAYS AT YOUR STORE.
- EACH DISPLAY CONTAINS UNPROMOTED CIGARETTES.

IMPORTANT NOTE: THIS IS NOT A MISTAKE AT YOUR WHOLESALER. DO NOT RETURN THIS PRODUCT TO YOUR WHOLESALER. PLACE THIS PRODUCT INTO YOUR REGULAR INVENTORY.

AS ALWAYS, THANK YOU FOR YOUR ASSISTANCE IN THE MARKETING OF OUR PRODUCTS. IF YOU HAVE ANY QUESTIONS REGARDING THIS SHIPMENT PLEASE CONTACT YOUR RJR REPRESENTATIVE.



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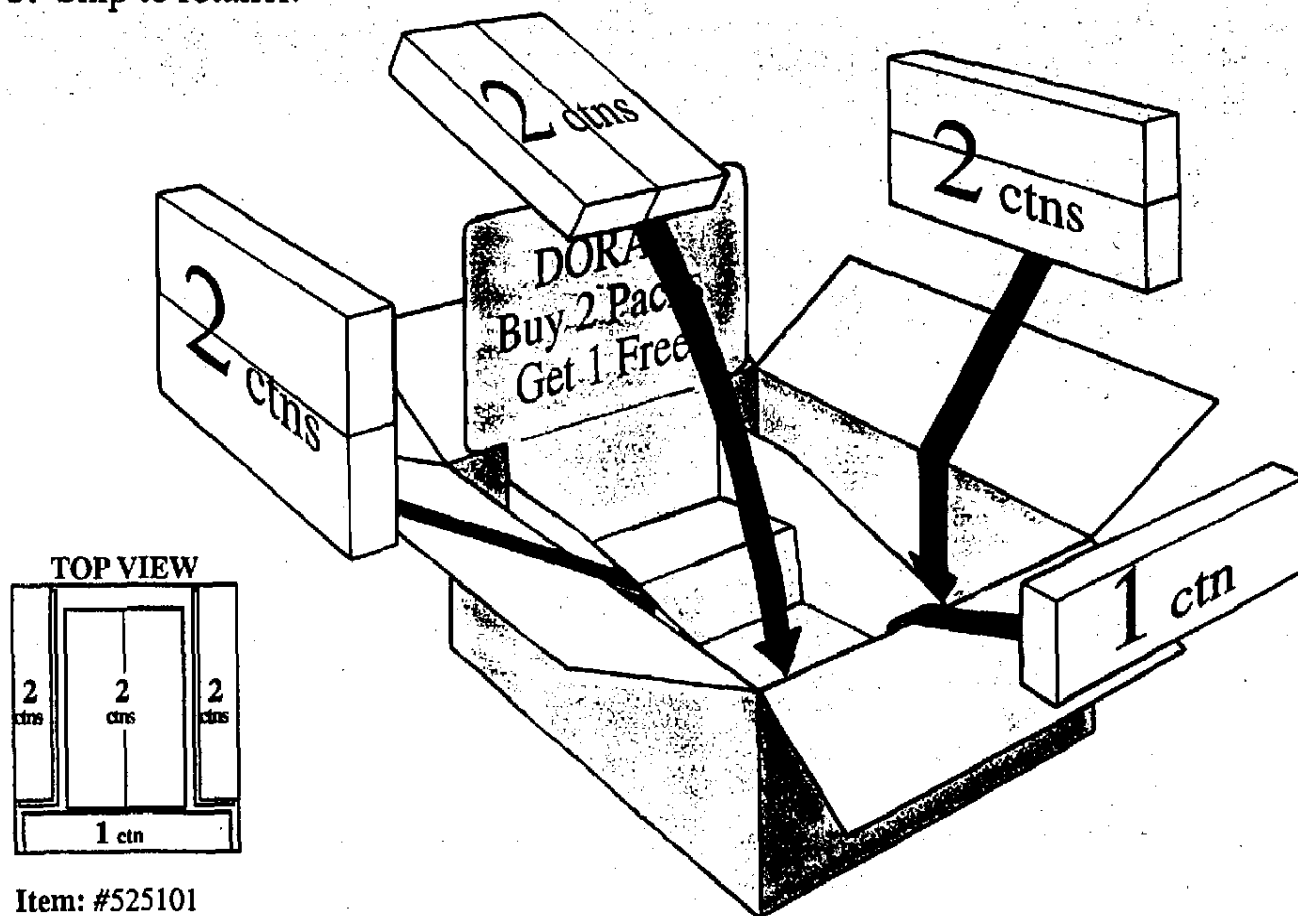
WHOLESALE PACKING INSTRUCTIONS

VALUE ADDED PROMOTIONS - 2ND QTR. '97

June DORAL B2G1F (Buy 2 Packs Get 1 Pack Free)

STEPS

1. Open DORAL B2G1F shipping case.
2. Place 7 cartons of DORAL promotional product into shipper/display.
(Promotional product is in white cartons and is pre-sleeved).
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



Item: #525101

Description: DORAL June B2G1F Display/POS Kit

Brand Style	Ff Box	LT Box	LT 100	Ff 100		
Number of Cartons	2	2	2	1		

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BPEN55B2

WORKPLAN VAP TEMPLATE LISTING

 PAGE: 4
 DATE: 97-04-07
 TIME: 03:54 PM

 WHOLESALER : 026300 AUER & COMPANY, INC. <DIRECT>
 TEMPLATE : 700272 70600 DOR JUNE B2G1F
 TEMPLATE SEQ : 0008
 SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162201	162239	172568	PARKSIDE GROCERY	ROUTE 3	OSWEGATCHIE	NY	13670	1				(315)848-2876
162205	162230	739322	PAULS SMOKE SHOP	300 S SALINA ST	SYRACUSE	NY	13202	5				(315)422-3910
162206	162236	173044	COLLAMER STOP & SHO	6542 COLLAMER RD	EAST SYRACUSE	NY	13057	1			967521	(315)463-4117
162206	162237	663804	HASKELL'S HESS MART	407 E GENESEE ST	FAYETTEVILLE	NY	13066	1		0353-0100		(315)637-4377
162605		818622	PIT STOP #4	RT 34 SOUTH ST RD	FLEMING	NY	13021	1		1441-0000		(315)253-0882
162605	162232	917648	PIT STOP #5	RT 414, MAIN STRE	NORTH ROSE	NY	14516	1		1441-0000		(315)587-4579
162605	162620	917660	PIT STOP #3	8463 BAY ST	SODUS POINT	NY	14555	1		1441-0000		(315)483-8865
162202		172414	WAYNE DRUGS	24 W BRIDGE ST	OSWEGO	NY	13126	1				(315)343-5722
162202		172429	WAYNE DRUGS	17 S 1ST ST	FULTON	NY	13069	1				(315)593-2158
162202		172823	WAYNE DRUGS	MAIN ST	MEXICO	NY	13114	1				
162202	162238	615905	SUPER VALUE CTR	RTE. 48	FULTON	NY	13069	1				(315)597-2583
162202		762323	3 RIVER PHARMACY	219 COUNTRY ROUTE	PHOENIX	NY	13135	1				(315)695-7205
162202		834464	WAYNE DRUGS	7549 JEFFERSON ST	PULASKI	NY	13142	1				(315)298-3326
162205		577616	WOLF CONVENIENT STO	339 WOLF ST	SYRACUSE	NY	13208	1				(315)422-5890
162205		661036	JIMMYS SUPER SAVER	1300 S STATE ST	SYRACUSE	NY	13202	1				(315)472-9532
162202		269011	HAVEN MIDSTATE	MAIN ST	FAIR HAVEN	NY	13064	1				(315)947-5708
162202	162232	503785	MIKE'S FOODMART	2554 MAIN STREET	CATO	NY	13033	1				(315)626-2335
162605	162231	269481	MODERN MARKET	1 EAST CAYUGA STR	MORAVIA	NY	13118	1				(315)497-1911
162605		269018	WATERLOO NEWS	18 E MAIN ST	WATERLOO	NY	13165	1				
162605		485415	DANIELLES	104A TEACHOUT RD	STERLING	NY	13156	1				(315)947-5770
162605		542147	LARKIN GROCERY	5021 RTE 34	AUBURN	NY	13021	1				
162605		582953	DOUGS MARKET	20 ANNA STREET	AUBURN	NY	13021	1				(315)253-5161
162605		637160	HAPPY LANDING	STATE ROUTE 96	INTERLAKEN	NY	14847	1				(607)532-4640
162605		762965	D & L TRUCK STOP	76 OWASCO ST	AUBURN	NY	13021	1				(315)253-4811
162205		750564	DAILY GRIND	24 MAIN ST	CORTLAND	NY	13045	1				(315)758-7639
162605		205504	PIT STOP #6	10 W MAIN ST	WOLCOTT	NY	14590	1		1441-0000		(315)594-6882
162605		478875	PIT STOP #12	SOUTH ST & CANADA	RED CREEK	NY	13143	1		1441-0000		(315)754-8322
162605		681636	PIT STOP #11	14 EXCHANGE ST	GENEVA	NY	14456	1		1441-0000		
162605	162231	375975	PIT STOP #10	2080 E SHORE DR	LANSING	NY	14882	1		1441-0000		(607)533-7838
162605	162231	681633	PIT STOP #2	RT. 11 & I 81	CORTLAND	NY	13045	1		1441-0000		(607)753-8007
162605	162232	171321	PIT STOP #1	RTS 31 & 34	WEEDSPORT	NY	13166	1		1441-0000		(315)834-9393
162605	162232	269479	OVID BIG M #878	PO BOX 310	OVID	NY	14521	1		0958-0000		(607)869-3551
162605	162232	293068	PIT STOP #8	50 OWASCO ST	AUBURN	NY	13021	1		1441-0000		(315)255-1008
162202	162238	020451	STAR QUIK STOP	807 MAIN ST	PHOENIX	NY	13135	2				(315)695-5838
162202	162238	075887	HANNIBAL QUICK MART	MAIN ST	HANNIBAL	NY	13074	2				(315)564-6066
162202	162238	172457	ELLSWORTH'S SUP DUP	60 STATE ST	PHOENIX	NY	13135	1				(315)595-4425
162202	162238	172777	FREDS NEWS	29 E UTICA ST	OSWEGO	NY	13126	1			941278	(315)343-9775
162202	162238	331113	FAMILY AUCTION CNTR	COUNTY ROUTE 57	FULTON	NY	13069	1				(315)695-2059
162202	162232	487589	LOU'S CAR CARE SERV	7361 STATE FAIR B	BALDWINVILLE	NY	13027	1				(315)638-0281
162202	162238	598682	OSTRANDERS VILL MAR	RT 11 & RT 104	MAPLE VIEW	NY	13107	2				(315)963-8259
162202	162238	712143	KTM MINI MART	2203 CT RT 1	OSWEGO	NY	13126	1				(315)343-0950
162202	162237	762878	C F M #33-063-F	106 E MOLLOY RD	MATTYDALE	NY	13211	3		0990-0000		(315)454-0117

WHOLESALE : 026300 AUER & COMPANY, INC. <DIRECT>
 TEMPLATE : 700272 70600 DOR JUNE B2G1F
 TEMPLATE SEQ : 0008
 SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162202	162232	570591	ED & JEANS MARKET	95 ROCHESTER ST	PORT BYRON	NY	13140	4				(315) 776-5511
162205	162237	059975	SMOKEY'S TOB & NEWS	708 BUTTERNUT ST	SYRACUSE	NY	13208	1				(315) 448-1008
162205	162230	173146	GEDDES ST MARKET	901 S GEDDES ST	SYRACUSE	NY	13204	2				(315) 472-1557
162205	162230	272587	SOLVAY BIG "M"	2902 MILTON AVE	SOLVAY	NY	13209	4				(315) 468-5741
162205	162230	379295	VALLEY FOODS	614 VALLEY DR	SYRACUSE	NY	13207	1				(315) 469-7475
162205	162230	508300	HI-BUY MARKET	501 AVERY AVE	SYRACUSE	NY	13204	2				(315) 487-7581
162205	162237	590609	SEA-J'S APLUS #4063	1701 ERIE BLVD E	SYRACUSE	NY	13210	1		0362-0102		(315) 476-5223
162205	162237	632266	BEST MARKET	526 E. WILLOW STR	SYRACUSE	NY	13203	1				(315) 479-9672
162205	162237	632844	C F M #33-069-F	701 S CROUSE AVE	SYRACUSE	NY	13210	1		0990-0000		(315) 475-0900
162205	162230	639477	COURTHOUSE NEWS&DEL	400 MONTGOMERY	SYRACUSE	NY	13215	1				(315) 472-4523
162205	162230	649994	DAIVSON'S GROCERY	1219 MILTON AVE.	SYRACUSE	NY	13204	1				(315) 488-6025
162205	162237	680984	SABAS FOOD MKT	405 POND ST	SYRACUSE	NY	13208	4				(315) 476-4164
162205	162230	718903	PIT STOP #13	STATE FAIR BLVD	SYRACUSE	NY	13204	1		1441-0000		(315) 422-6818
162205	162230	719909	STOP N SHOP 2	315 S GEDDES ST	SYRACUSE	NY	13204	1				(315) 474-3569
162202	162232	172505	WEEDSPORT MARKET	2651 ERIE DR	WEEDSPORT	NY	13166	2	NYS			(315) 834-9988
162605	162232	315614	PIT STOP #9	RT 38 AT RT 104	NORTH VICTORY	NY	13111	2	NYS	1441-0000		(315) 564-7200
162605	162624	508328	PIT STOP #07	608 E UNION ST	NEWARK	NY	14513	1	NYS	1441-0000		(315) 331-9575
162605	162231	269585	JOHNS GROCERY	AURORA ST	MORAVIA	NY	13118	4	NYS		976142	(315) 497-0741
162202	162232	269069	TOPPINGS RED & WHIT	MAIN ST	RED CREEK	NY	13143	2	NYS			(315) 754-6421

PAGE BREAK TOTAL ACCOUNTS 61 TOTAL QUANTITY

TEMPLATE TOTAL ACCOUNTS 61 TOTAL QUANTITY

90
X

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05/22/97

ACCOUNT NUMBER: 026300 AUER & COMPANY
VOUCHER NUMBER: 15354536 571 W BRIGHTON AVE
DATE WRITTEN: 05/22/97 SYRACUSE , NY 13205
STATUS: PAID
AMOUNT PAID: 102.90 SEND CHECK TO: ROU

DESCRIPTION	UNITS	AMOUNT
'97 VAP PK & SHP	7.35	102.90

EXPLANATION: JUNE: DORAL B2G1F PROMOTION #700272/S SCHWALM

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